



LIVING  NATURE™
New Zealand

THE BEAUTY OF LIVING NATURE

ONCE THE SOLE PRESERVE OF HEALTH STORES, THE NATURAL SKINCARE CATEGORY HAS NOW GROWN TO BECOME A MULTI-MILLION DOLLAR INDUSTRY. WITH SO MUCH ON OFFER – WHAT SHOULD YOU LOOK FOR IN A NATURAL SKINCARE BRAND?

While many products claim to be 'natural', the absence of any regulating body in New Zealand means that there are different levels of natural. Many natural skincare products available in the market contain only small amounts of natural extracts added to a chemical or synthetic base. Other ranges may produce a high-quality product with high levels of natural ingredients, but still contain some ingredients that you may want to avoid

Recognised as one of the world's most truly natural skincare ranges, Living Nature is one of the first companies to produce skincare without the use of synthetic preservatives such as parabens. Blending science and nature together to create a highly potent, botanical product, they remain at the cutting edge of natural skincare.

Little wonder then, that since its launch in 1987, Living Nature's comprehensive range of skin, hair, body and cosmetic products, has attracted a strong and loyal following, with many accolades about the efficacy and effectiveness of the products.

Not only has Living Nature made a name for itself in New Zealand, but the brand has also gained international recognition and is currently sold in 12 countries, including Australia, UK, Germany, Japan, Malaysia and the Netherlands.

According to Living Nature, the key to their success lies in the unique and potent properties of New Zealand plants, honeys and clays that form the basis of their products. New Zealand was once part of the ancient southern

landmass, Gondwana and has been geographically isolated for more than 80 million years, in which time a unique flora evolved. The human body has developed over hundreds of thousands of years in tune with nature and the environment - plants in particular have been a major source of nutrients and vitamins. Our bodies have evolved enzymatic systems to extract these nutrients from plant material and use them to nourish and grow our bodies and maintain our health and wellbeing.

Living Nature utilises these plant nutrients in their products to provide these benefits directly to the skin. Committed to providing safe and ethical products Living Nature doesn't use parabens, synthetic fragrances or grain alcohol and products are not tested on animals.

Those concerned about the environment will also be pleased to know that Living Nature's new packaging has been manufactured from a blend of polypropylene and calcium carbonate (chalk) making it 100% recyclable. The inclusion of calcium carbonate provides squeezability to the packaging avoiding the use of plasticisers such as phthalates.

